Automotive News

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Imports vie for dealers

Asians may draw recruits from domestics as they expand in Midwest and Southeast

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Asian-based automakers are poised to add as many as 2,000 dealers in America's heartland by the end of 1992 to compete with the Big 3 in their strongest markets.

Many of those new dealers, mostly in the Midwest and Southeast, may come from the ranks of domestic nakers and will handle output from Japanese and F th American transplants.

After years and billions of dollars of in building U.S. and Canadian assembly plants and s astructure, Asian manufacturers are turning their atten neir distribution systems.

Through 1992, Asian makes are likely to add 1,600 dealers and capture an additional 6 percentage points of the U.S. car market, estimates Christopher Cedergren, senior analyst for J.D. Power and Associates of Agoura Hills, Calif.

"That's an incredibly large and rapid swing, but I think our figures are conservative," Cedergren said.

Publicly stated sales goals of the nine Japanese automakers in the United States and Hyundai Motor America are far higher. Long-term sales projections, often based on available production capacity, are traditionally optimistic, but Asian automakers are on the record as seeking more than 1.8 million additional car and truck sales by 1992.

And they are committed to adding more than 2,000 dealer franchises by 1992.

Much of the import dealership growth will come at the expense of domestic dealers, said Dennis Virag, vice president and managing director of Automotive Consulting Group, Toledo, Ohio.

"Some dealers are going to get tired of dealing with a domestic and see an opportunity to replace a domestic," Virag said.

McCurry says Toyota is not interested in megadealers for its new small-town points

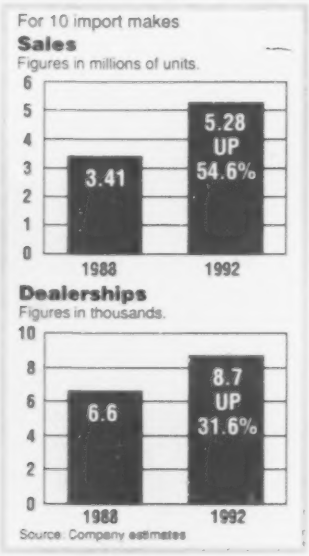
He cited dealer unrest over General Motors' current dealer improvement program.

"GM needs to be careful they don't alienate their dealer body," he said. "Dealer bodies are going to be a strategic element in the auto industry of the 1990s. The companies with strong dealer bodies are going to have a significant strategic advantage."

Seeking domestic dealers in smaller markets in the Midwest and Southeast is a radical departure from import distribution strategies of the past in which the importers concentrated on large metropolitan markets and saturated both the East and West coasts.

see ASIA, page 48

Asians plot sales, dealer growth



Ford may kill carryover allowance

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has told dealers it will not offer the usual 5 percent payment for 1989 vehicles left in inventory at the start of the 1990 model year if General Motors doesn't.

As a result, the Ford Dealer Council said it has warned the company that the automaker could lose sales momentum and market share if it drops the so-called carryover allowance this fall.

GM announced earlier this year that it planned to eliminate the 5 percent carryover allowance, but it did not say how it plans to help dealers clear out 1989 models once the new year begins.

Separately, Ford announced last week that it raised prices on certain options. The move echoed action taken recently by GM. Ford also lifted prices on four vehicle lines.

The carryover allowance has emerged as the No. 1 issue on dealers' minds, said Henry Hansel, chairman of the Ford Dealer Council.

In a letter to be sent to Ford dealers this week, the council will outline its opposition to eliminating or diluting the payout. Ford and its dealers will suffer if it is discontinued, the letter says.

In recent years, the carryover allowance was occasionally trimmed below 5 percent on some vehicles that carried incentives. But the payouts were less important because sales were strong and dealers had little fear of not being able to move inventory.

This year, industry car sales are off percent and inventories are up. Although Ford sales are down less than 2 percent and car market share has risen above 23 percent, dealers say they are skittish about ordering new product. Uncertainty over the carryover allowance is making them even more hesitant as they head into the end-of-year buildout period.

On a $10,000 car, the carryover payment gives dealers $500 they can put toward advertising or other marketing efforts. Without that kind of assurance, dealers said, year-end orders become more of a risk.

For the most part, those orders must be submitted by mid-June. They are one of the factors that will help

see FORD DEAL, page 47

Europe's new game: Pick '92 winners

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — As 1992 market unification edges closer, a growing sport in Europe is handicapping the winners and losers among the six volume makers.

The makers are Fiat S.p.A., Peugeot SA, Volkswagen AG, Renault, General Motors and Ford Motor Co. Each has long held more than 10 percent of the market, and each is battling fiercely for the lead.

While the battle has been between VW and Fiat, with Peugeot closing the gap, analysts feel the latter two may be supplanted by the two U.S.-owned competitors after Europe merges 12 middle-size nations into a single market of 323 million consumers.

That consensus favoring GM, Ford and VW is based mainly on their even distribution of production and sales across Europe. The thinking is that Fiat, Renault and Peugeot, which rely heavily on restricted national markets, may be more vulnerable.

Fiat Managing Director Cesare Romiti told the European Parliament recently, "It is reasonable to expect that this situation will change after 1992 and that the integration of the European market will give rise to a strenuous process of competitive selection."

Picking the winners and losers is not simple. Some analysts consider Fiat the most vulnerable. Fiat relies on the Italian market for nearly two-thirds of its European sales, and that market allows little competition from the Japanese.

But at the same time, Fiat is Europe's sales leader, has ample cash reserves and is considered to be the lowest-cost manufacturer in Europe and a world leader — Japanese included — in modernization of production facilities.

"If I would have to name the least vulnerable, I would say probably Fiat," said analyst Enrico Ponzone of Kleinwort-Benson in London. "In terms of

see EURO, page 47

Jockeying for position
European analysts say VW, GM and Ford are best placed to take advantage of 1992 market unification while Fiat, Renault and Peugeot may be more vulnerable.
COMING FOR THE POLE
Advantage: Good sales across Europe
Disadvantage: High German labor costs
Ford
Advantage: Pan-European production, sales
Disadvantage: No home government
GM
Advantage: Pan-European production, sales
Disadvantage: No home government
BACK OF THE PACK
PEUGEOT
Advantage: Breakeven of 1 million units
Disadvantage: Relies on protected home market
FIAT
Advantage: Modern plants, low wages
Disadvantage: Relies on protected home market
19:92
RENAULT
Advantage: Investments in new products
Disadvantage: High debt

AUTOMOTIVE NEWS / L. REEVER

Acura to plug price gap with new mid-size model

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — American Honda's Acura Division plans to add a new model, positioned between its mid-priced Integra and its luxury-class Legend. It will arrive in the United States as early as next year.

The new car may carry a five-cylinder engine, originally thought to be slated for the next-generation Accord that will bow this fall. The new engine also is expected to appear in Accords sold outside the United States.

And, contrary to a statement by a top Honda official earlier this year, Acura's V-8 engine program is not dead, and the engine could appear in a new flagship model.

Referring to dealer expectations about a product between the Integra and a larger 1991 Legend, Tom Elliott, executive vice president of American Honda Motor Co., said, "I think we'll accommodate them."

The as-yet unnamed model will be positioned between Integra and Legend in both size and price, said Gerald Bengston, American Honda general sales man-

see ACURA, page 48

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...ily named committees Page 2
VW diesel hits showrooms in U.S. Page 3
GM small-car plans tied to one platform Page 3

VW diesel hits U.S. showrooms; fuel price hikes cited

'There are more than 2.5 million people who own other brands (of diesels) and appreciate the simplicity, low cost of operation and the long cruising range.'
— Bill Young

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Volkswagen United States is back in the passenger-car diesel business it left in 1986.

Some dealerships already have four-door, diesel-powered Jettas on showroom floors, although VW will not say how many are in inventory or how many it expects to sell.

The cars are equipped with a refined 1.6-liter engine and a five-speed manual transmission and priced at $10,119. The gas-engined version sells for $9,910.

Sales of diesel-powered VWs in the United States peaked in 198[illegible] when 125,019 were sold. But by 1986, when VW decided to no longer sell a diesel model, sales had sagged to 14,630 units.

VW's experience tracked that of the domestic industry. In 1981, nearly 7 percent of the cars built in the United States were equipped with diesel engines, but the share had dropped to nearly nothing by 1987.

Bill Young, vice president in charge of VW United States, said the rise in the cost of crude oil and a 16 cent-per-gallon increase in gasoline in just the last two months stimulated renewed interest in fuel-efficient cars.

"In addition to a very loyal group of Volkswagen diesel owners who have been pleading for new VW diesels, there are more than 2.5 million people in this country who own other brands of diesel automobiles and appreciate the simplicity, low cost of operation and the long cruising range of diesel-powered cars," said Young.

Said VW U.S. Manager of Public Relations Jay Amestoy, "We have a lot of customers out there who have been well satisfied with their diesel car's performance, and now they're ready to trade in and replace with another diesel. So we want to satisfy those buyers looking for the diesel's long cruising range and low maintenance.

"This is a refined, cleaner, quieter-running engine that starts better at all temperatures" than did the old model, Amestoy said.

"Volkswagen spent lots of money developing the diesel. And there are even more sophisticated engines in development. Those more efficient and environmentally clean diesel engines could be introduced if the demand is there."

GM small-car plans ride on one platform

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

LANSING, Mich. — General Motors has hedged its small-car bets for the 1990s, backing up its showcase Saturn project with strategic shifts in existing car lines.

While GM's highly touted Saturn Corp. will use a clean-sheet-of-paper approach to produce a small car in the United States for the 1990 model year, other GM operations have quietly plotted their small-car strategy to battle the imports well into the 1990s.

The Lansing automotive division of the Buick-Oldsmobile-Cadillac Group plans to tighten production capacity so that demand exceeds capacity, focus each plant on a single product family and simplify products by eliminating models and sharing components, including body platforms, across the small-car line.

The object of the multi-pronged approach is to make GM's domestic small cars competitive in cost and quality with competitors — particularly imports — well into the 1990s.

The B-O-C Lansing automotive division is responsible for the engineering and manufacturing of about one million J-cars and N-cars annually.

The division has simplified its small-car lineup with the elimination of the Oldsmobile Firenza and Cadillac Cimarron J-cars. The Buick Skyhawk J-car will be discontinued after the 1989 model year.

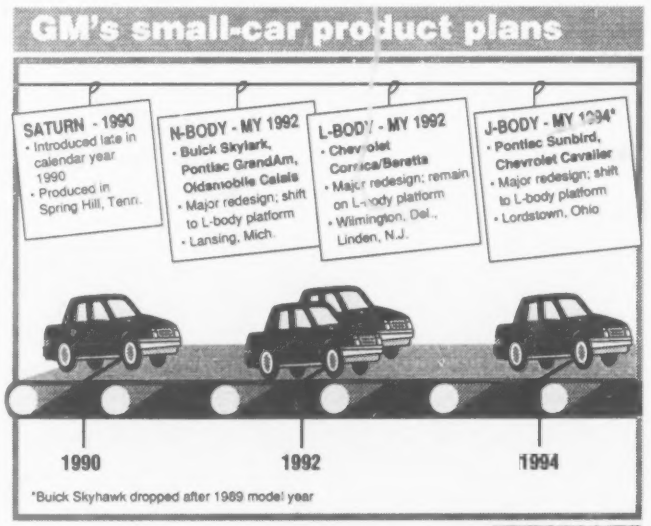
In the 1990s, GM's small-car line will be further simplified by use of the same L-body platform — now exclusive to the Chevrolet Corsica and Beretta — for all domestic small cars except Saturn.

In 1992, the N-cars will undergo a major redesign and will be shifted to the L-body platform. The N-cars are the Buick Skylark, Oldsmobile Cutlass Calais and Pontiac Grand Am. Two years later, the J-body Chevrolet Cavalier and Pontiac Sunbird will be redesigned and also will move to the L-body.

The shift to a single platform saves money by driving complexity out of vehicle assembly and the component-making business.

For example, GM's Delco Moraine Division is developing an anti-lock brake system — less costly than those currently available — that likely will become standard in small cars. Delco Moraine can then develop one system instead of several.

Donald Hackworth, Lansing automotive division product manager, argues that sharing components is not a return to GM's days of look-alike cars. Different sheet metal, interiors, powertrains and suspensions will make each line distinct. Shared components will be those that are not noticeable to the customer.


GM's small-car product plans
SATURN - 1990
• Introduced late in calendar year 1990
• Produced in Spring Hill, Tenn.
N-BODY - MY 1992
• Buick Skylark, Pontiac GrandAm, Oldsmobile Calais
• Major redesign; shift to L-body platform
• Lansing, Mich.
L-BODY - MY 1992
• Chevrolet Corsica/Beretta
• Major redesign; remain on L-body platform
• Wilmington, Del., Linden, N.J.
J-BODY - MY 1994*
• Pontiac Sunbird, Chevrolet Cavalier
• Major redesign; shift to L-body platform
• Lordstown, Ohio
1990
1992
1994
*Buick Skyhawk dropped after 1989 model year
AUTOMOTIVE NEWS / E. BEEVER

GM's Saturn project is not the automaker's only small-car strategy. As the chart above shows, existing GM car divisions have a timetable for small-car consolidation on the L-body platform. Donald Hackworth, Lansing division product manager, right, said the move will enhance production flexibility.

Shared componentry also permits assembly flexibility. Production can be shifted among assembly plants producing models with shared components. If one model outsells its capacity, production can be added at a plant assembling another model with the same components.

Hackworth said reducing fixed overhead in the intensely competitive small-car segment is crucial.

"If we're going to succeed in this end of the marketplace, we want demand to lead capacity and not

see HACKWORTH, page 46

Dallas dealer files Chap. 11

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Forest Lane Porsche-Audi-Alfa Romeo in Dallas, one of the largest Porsche and Alfa Romeo dealerships in the country, has voluntarily filed for bankruptcy under Chapter 11 of the U.S. Bankruptcy Code.

Scot Sauder, attorney for Forest Lane, blamed the dealership's financial woes on both the five-year decline in the Dallas-area economy, which substantially reduced demand for high-end European luxury and sports cars, and negative national publicity for the Audi brand.

Last week, a Dallas bankruptcy judged allowed Forest Lane to continue to operate its sales and service facility, and he set up a payment system for one of its largest creditors, Transamerica Commercial Finance.

Other lenders are lining up at Forest Lane's doorstep. The dealership has not filed its bankruptcy schedules, but, Sauder said the store has assets in excess of $8 million and liabilities of $6 million to $7 million.

In February, the dealership's financial troubles led Deposit Insurance Bridge Bank, formerly MBank Dallas, to post the dealership's property for foreclosure. The property includes the dealership's two-year-old, 30,000-square-foot building that features a showroom with a black granite floor.

In its bankruptcy petition, Forest Lane said that in the summer of 1988, it could not meet the terms of a $1.9 million loan with Transamerica, which was financing the dealership's new-car and parts inventories.

Under the loan agreement, the dealership was to hold money generated from new-car sales in trust for Transamerica. Transamerica later sued Forest Lane in Harris County (Texas) District Court to collect all the money due.

In October 1988, Transamerica agreed to continue to fund the revolving loan if the dealership would pay Transamerica $30,000 a month for cars out of trust.

The dealership failed to make the required $30,000 payment in February and to pay the $300,000 out-of-trust balance due March 31.

In an agreement set down by the bankruptcy judge last week, Forest Lane is allowed to deposit 92 percent of the funds from the dealership's new-car sales in an account for which the dealer and Transamerica are both signatories.

Once every 30 days, Transamerica is allowed to take out one-third of the money on deposit. The

see BANKRUPT, page 48

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Found: Liz, Jerry, Katheryn, but not Dale

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF WRITER

Found: Geraldine Elizabeth Carmichael.

For those whose memories may have dimmed, Liz Carmichael bilked thousands of people out of roughly $3 million in 1974 when she introduced a gasoline miser dubbed the "Dale."

The three-wheel vehicle promised a nation thirsting for gasoline 70 mpg at high speeds.

It was a hoax. In 1977 she was convicted of 29 counts of grand theft, three counts of corporate security fraud and one count of conspiracy in Los Angeles, where her company, 20th Century Motor Car Corp., was headquartered.

She was sentenced to two consecutive terms of one-to-10 years each and fined $30,000 for securities fraud. While out on bond awaiting appeal of her conviction, she disappeared.

But the most startling revelation about the towering, almost burly Carmichael — learned just prior to the start of the trial — was that she was really a he named Jerry Dean Michael.

He dressed as a woman during the entire promotion of the Dale and subsequent trial, and claimed to have had hormone shots that made him a woman.

Moreover, it was learned before the trial, that federal authorities had charged him with counterfeiting in 1961. He had jumped bail then and was a fugitive until surfacing 13 years later as Liz Carmichael.

For nearly a decade Michael again evaded police, but on April 5 of this year, an NBC television program called "Unsolved Mysteries," aired an episode about the swindle and Michael's disappearance. It also asked if anyone knew his whereabouts.

Program producers pointed out

see DALE, page 46

Liz Carmichael with the Dale in 1975

EUROPE'S BOOM

DRI now says '89 sales will match '88

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — European new-car sales — once expected to drop in 1989 — will match last year's record, according to an updated forecast by Data Resources Inc.-Europe.

But DRI-Europe projected a 2.5 percent decline for 1990 at its World Auto Outlook Conference last week.

The upward revision follows stronger than expected first-quarter sales.

Other revised forecasts have led to a consensus among analysts that Fiat will almost certainly win the 1989 European sales race. DRI-Europe last week declared Fiat the winner of the closely contested 1988 race — which most industry estimates have given to VW by the narrowest of margins.

The London-based research group is now projecting European passenger-car registrations of 12.9 million for 1989. Last fall, DRI-Europe had forecast that registrations would shrink 5 to 6 percent for the year to about 12 million units.

DRI-Europe and most industry analysts forecast a decline in the second half. But the first quarter was strong, leading many to believe the full calendar year could match last year's record.

Sales in Western Europe last year totaled 12.91 million units, the fourth successive year of substantial growth since a 2.4 percent dip in 1984.

Through the first quarter, sales were up 6 percent. But March sales were down 0.6 percent, as sales fell in 10 of 16 countries.

"We still expect demand to fall in the second half of the year, but because of the strong growth already achieved, we forecast a flat market for the year as a whole," states the DRI-Europe report.

The firm expects the decline to continue into 1990 when it expects sales to fall 2.5 percent to 12.59 million units.

With interest rates on the rise, DRI said that it is becoming more difficult for manufacturers to maintain low and interest-free financing, further impacting registration totals.

DRI gave the 1988 sales race crown to Fiat, which includes Alfa Romeo and Lancia, on the basis of having adjusted its figures from the Spanish market to reflect sales instead of registrations. The research firm said the change results in Fiat edging out Volkswagen, which includes Audi and Seat, by only 7,000 units. VW, which claims to have led Europe in 1988 sales, has been the top make since 1985.

"For 1989 we expect the gap between the two market leaders to widen considerably in favor of Fiat," said DRI-Europe. "This is partly because we expect the Italian market to remain strong this year while the West German market falls by 2 percent."

DRI also said that Fiat's 15-month-old Tipo subcompact will have increased availability in export markets this year and should take some sales from VW's Golf.

Other analysts also point out that Fiat has traditionally achieved its best sales in the first half of the year, while VW comes on strong in the second half. Fiat held a wide lead in Europe during most of 1988. A weak second-half market throughout Europe would presumably blunt VW's chances of staging another late surge.

Dodge Spirit gets bad crash mark

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The 1989 Spirit, the car replacing Aries in the Dodge lineup, fared poorly in a vehicle crash that was 5 mph faster than required by NHTSA.

Performing better in the 35-mph crashes were the 1989 Dodge Daytona, Honda Civic CRX and Ford Thunderbird. The results were part of NHTSA's New Car Assessment Program.

While a 35-mph crash generates a third more force than the 30-mph limit required, the Spirit registered a driver head-injury criterion rating of 1421, compared to the 1000 HIC level that is considered the limit for survival in the 30-mph crash. The Spirit's passenger-side HIC was 537.

Chrysler dismissed the crash results, saying its vehicles meet or exceed the 30-mph standards.

"The 35-mph barrier tests indicate nothing about vehicle performance in most accidents nor do they relate to federal standards," a spokesman said.

The Dodge Daytona had a driver HIC level of 399, passenger HIC, 297; Honda Civic CRX, driver HIC, 750, passenger HIC, 520; and Ford Thunderbird, driver HIC, 541, passenger HIC, 496. The Daytona and Thunderbird were equipped with passive restraints.

The Spirit fared better in chest-deceleration, scoring 47 G's for the driver and 45 for the passenger. In a 30-mph crash, NHTSA considers a chest-deceleration number below 60 to be survivable.

The Civic CRX tallied 39 G's for the driver, 37 passenger; Daytona, 39 driver, 32 passenger; and Thunderbird, 44 driver, 40 passenger.

Previously crashed 1989 cars include the Mitsubishi Mirage and Galant and Eagle Medallion, all of which passed the 30-mph criteria at the higher speed.

Dodge Spirit had a driver head-injury figure above that considered survivable

DOMESTIC DAYS' SUPPLIES

	May 1, 1989	Apr. 1, 1989	May 1, 1988
Alliance	—	—	69
Eagle	—	—	61
Premier	132	111	134
Total Eagle	132	111	123
Horizon	81	91	89
Laser	59	57	—
Sundance	83	92	66
Turismo	—	—	77
Reliant	65	78	42
Acclaim	47	59	—
Caravelle	153	118	67
Gran Fury	22	71	38
Total Plymouth	65	76	59
LeBaron K	98	87	88
LeBaron J	74	106	57
LeBaron GTS	209	253	134
Fifth Avenue	103	117	55
New Yorker C	51	69	102
New Yorker E	234	189	26
Total Chrysler	69	93	73
Omni	92	97	97
Shadow	81	75	60
Charger	—	—	69
Daytona	70	91	48
Aries	68	77	41
Lancer	254	308	185
Spirit	64	71	—
Diplomat	91	87	52
Dynasty	44	44	53
Dodge 600	137	148	70
Total Dodge	66	71	59
CHRYSLER MTRS.	69	80	65
Escort	100	97	73
Mustang	45	62	44
Tempo	79	93	70
Taurus	56	73	53
Thunderbird	69	73	97
Probe	95	96	60
Crown Victoria	78	84	60
Total Ford Div.	73	83	64
Lynx/Tracer	102	122	98
Topaz	80	76	70
Sable	57	91	56
Cougar	65	63	79
Grand Marquis	74	69	45
Total Mercury	71	79	66
Continental	56	55	16
Lincoln	51	70	69
Mark VII	103	108	65
Total Lincoln	59	71	57
Total L-M Division	68	77	64
FORD MOTOR CO.	71	81	64
Skyhawk	112	130	100
Somerset/Skylark	68	78	101
Century	52	66	70
Regal	91	124	96
LeSabre	72	74	58
Reatta	110	155	87
Electra	97	93	101
Riviera	68	114	62
Total Buick	75	88	81
Cimarron	22	7	135
Allante	112	106	139
Seville	79	60	64
DeVille	68	71	64
Brougham	81	71	94
Eldorado	90	75	76
Total Cadillac	74	71	73
Chevette	—	—	298
Geo Prizm/Nova	128	246	64
Cavalier	69	71	62
Camaro	65	96	74
Celebrity	44	46	65
Corsica/Beretta	79	81	59
Monte Carlo	—	121	109
Caprice	77	85	77
Corvette	108	125	69
Total Chevrolet	72	80	66
Firenza	75	57	115
Calais	98	120	84
Cutlass Ciera	74	89	58
Cutlass Supreme	128	150	98
Olds 88	71	85	60
Olds 98	79	79	83
Toronado	184	149	63
Total Oldsmobile	85	100	72
Fiero	53	80	120
Pontiac 1000	—	—	157
Sunbird	58	71	56
Firebird	85	84	53
Grand Am	68	74	45
Pontiac 6000	70	86	54
Grand Prix	90	72	45
Bonneville H	79	89	47
Paris./Safari	93	127	92
Total Pontiac	72	78	52
GENERAL MTRS.	75	83	67
HONDA	20	29	12
MAZDA	58	52	42
MITSUBISHI	29	26	—
NISSAN	78	53	51
TOYOTA*	44	25	43
VOLKSWAGEN	—	—	113
DOM. TOTAL	69	77	63
Subcompact	53	57	48
Compact	65	73	54
Intermediate	66	77	65
Standard	73	80	64
Specialty	104	125	95

*Estimate.

Days' supply of cars dips, but stocks remain swollen

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

The current round of retail incentives reduced the days' supply of unsold vehicles in April, but the May 1 figure remained higher than that of a year ago.

The month-to-month dips were not overpowering in most instances. That could mean additional retail incentives, a spate of dealer incentives or production cuts if early-May sales reports due this week do not show an acceleration in the sales pace.

Domestic new-car stocks equaled a 69-day supply on May 1 compared with a 77-day supply on April 1 and a 63-day supply on May 1, 1988, at then-current sales rates.

Although retail incentives increased the daily selling rate, the total inventory of unsold domestic cars rose slightly to 1,835,840 on May 1 from 1,822,224 on April 1. The May 1 total was the highest since the record of 1,900,096 unsold cars on July 1, 1987.

David Healy, auto analyst for Drexel Burnham Lambert, called May 1 inventories "uncomfortably-high, but not a disaster."

He said that based on present conditions, the days' supply for the Big 3 will remain high, which will probably mean continued heavy incentives and could mean production cuts later in the year.

Unsold stocks of imported cars declined to a 72-day supply on May 1 from a 79-day supply on April 1. The May 1, 1988, inventory equaled a 63-day supply. There were 698,896 imported cars on hand May 1, down from 713,783 on April 1.

The May 1 supply of imported trucks rose to a 76-day supply from a 73-day supply on April 1. On May 1, 1988, there was an 84-day supply.

The days' supply of unsold imported cars and trucks declined to 73 days on May 1 from 77 days a month earlier. One year ago, there was a 75-day supply of unsold imported vehicles.

Among the Big 3, Chrysler Motors — which is offering zero-percent financing on short-term loans to low-risk buyers — reduced its days' supply of cars by the widest margin from April to May.

Chrysler's inventory on May 1 equaled a 69-day supply, down from an 80-day supply April 1, but slightly higher than the 65-day supply on May 1, 1988.

Ford Motor Co. reduced its supply to 71 days on May 1 from 81 days on April 1. On May 1, 1988, Ford had a 64-day supply.

General Motors' stocks declined from an 83-day supply on April 1 to a 75-day supply on May 1. A year ago, GM had a 67-day supply.

By market segments for domestic cars, subcompacts were in the tightest supply with a 53-day supply on May 1.

Domestic specialty cars, with a 104-day supply, were the most overstocked.

Importers of Japanese cars reduced their days' supply the most in April. Their May 1 inventory equaled a 65-day supply, compared with a 73-day supply on April 1 and a 69-day supply on May 1, 1988.

Honda reduced its import stockpile from 40 days on April 1 to 27 days on May 1. Toyota's import inventory fell from 28 days on April 1 to 18 on May 1.

The stock of unsold Nissan imported cars rose to 106 days on May 1 from 88 days a month earlier.

Isuzu stocks remained high at 169 days. On May 1, Mitsubishi had a 101-day supply of imported cars, up from 71 days on April 1, and Suzuki had a 240-day supply of cars, down from 253 days on April 1.

Days' supplies were also far above average for Japanese cars imported for Chevrolet (114 days) and Chrysler Motors (138).

Inventory levels remained fairly stable for West German makes. On May 1, the days' supply of was 94, compared to 98 on April 1 and 85 on May 1, 1988.

At the beginning of the month, Audi stocks — the highest among the German makes — represented a 234-day supply, up from a 182-day supply on April 1, despite incentive programs including extended warranties and guaranteed resale value. Porsche's level was next-highest, at 132 days, but it was down from 170 days a month earlier. Volkswagen stocks declined during the month, to a 103-day supply.

Other importers had varying degrees of success in reducing inventories.

Sterling had a 139-day supply as of May 1, compared to 124 days a month earlier, despite its low-interest financing program and a new ad campaign.

Yugo America reduced its days' supply to 197 on May 1 from 242 on April 1. The company recently began offering dealer incentives in an effort to re-start sales following its January bankruptcy filing.

IMPORT DAYS' SUPPLIES

	May 1, 1989	Apr. 1, 1989	May 1, 1988
Chevrolet	114	200	169
Chrysler Motors	138	173	143
Acura	58	79	35
Daihatsu	85	87	90
Honda	27	40	11
Isuzu	169	171	160
Mazda	60	59	58
Mitsubishi	101	71	100
Nissan	106	88	112
Subaru	63	58	110
Suzuki	240	253	-
Toyota	18	28	22
JAPAN	65	73	69
Audi	234	182	189
BMW	79	74	85
Mercedes-Benz	58	51	29
Merkur	110	100	181
Porsche	132	170	90
VW	103	121	97
GERMANY	94	98	85
Alfa Romeo	131	166	85
Festiva	97	119	130
Hyundai	59	52	53
Jaguar	62	63	65
Peugeot	96	97	90
Pontiac	148	161	76
Eagle/Renault	162	144	253
Saab	85	88	87
Sterling	139	124	107
Volvo	74	76	71
Yugo	197	242	127
Other Countries	87	87	76
Total Import Cars	72	79	73
Geo Tracker	166	185	-
Isuzu	116	115	152
Mazda	64	62	61
Mitsubishi	93	90	74
Nissan*	57	38	104
Range Rover	34	34	42
Suzuki	184	114	104
Toyota	46	54	43
Chrysler	181	206	122
Total Imp. Trucks	76	73	84
Total Imp. Vehicles	73	77	75

*Includes domestic vehicles.

Truck sales rise in April; year is down

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Heavy incentive activity pushed light-truck sales to a marginal increase in April, as domestic manufacturers continued to boost their market share.

Total retail deliveries of 418,417 light trucks in April were up 2.90 percent from last year's 406,614.

The April gain partially offset a decline in sales during the first quarter of this year.

Four-month sales of 1,546,492 light-duty trucks were down 4.56 percent from 1,620,333 last year.

In April, Detroit's Big 3 garnered 87.56 percent of the market up nearly 2 percentage points from 85.71 percent last year.

In the first four months of the year, Detroit's market share increased to 86.48 percent from 85.54 percent last year.

GMC was the only U.S.-based manufacturer that posted sales gains for both the month and the first four months of calendar 1989.

Ford, Chevrolet and Jeep all had moderate gains in April, but were down in the year-to-date column.

The Plymouth-Dodge total was off both in April and for the first four months.

Ford's reported light-truck sales total for the first four months included more than 9,000 Class 4 Super Duty models, which some truck industry officials do not include in the light-truck count. Ford is now selling well over 2,000 medium-duty Super Duty models a month, but continues to count them as part of its light-truck total.

Among the imports, Isuzu and Range Rover bucked the overall trend by posting strong gains for January and for the first four months of the year.

Suzuki had the sharpest monthly and year-to-date reversals.

LIGHT-DUTY TRUCK SALES

	April 1989	April 1988	4 Mos. 1989	4 Mos. 1988
Vans	15,655	15,196	56,793	64,200
Aerostar	17,179	16,358	64,530	63,125
Club Wagon	2,446	2,171	8,539	9,441
Ranger	24,112	25,121	90,981	100,006
Bronco	4,839	4,551	20,910	18,406
Bronco II	8,379	9,226	35,769	39,399
Pickups	54,519	52,226	196,211	202,927
Ford	**127,129**	**124,849**	**473,793**	**497,504**
Vans	9,581	11,721	34,182	45,078
Sportsvan	770	1,044	3,364	5,284
Geo Tracker	743	0	2,924	0
Astro	12,010	13,173	43,070	54,820
S-10	22,034	17,659	75,533	79,327
S-10 Blazer	14,306	13,895	56,596	49,930
El Camino	0	38	0	390
Blazer	1,899	1,958	7,586	9,935
Suburban	5,291	5,201	20,148	20,841
Pickups	51,661	42,056	177,828	170,980
Chevrolet	**118,295**	**106,745**	**421,231**	**436,585**
Vans	8,163	5,925	23,685	21,015
Ram Wagon	2,643	2,556	8,545	9,155
Voyager	17,224	17,606	61,746	61,673
Caravan	17,803	18,077	67,585	68,043
Mini Ram Van	1,103	1,704	5,202	6,025
Ram 50	2,808	5,588	10,414	21,461
Raider	360	404	1,817	2,461
Ramcharger	1,805	1,453	7,858	7,433
Dakota	8,523	9,142	32,621	33,136
Pickups	8,007	8,415	31,060	30,163
Chrysler	**58,439**	**70,870**	**250,533**	**260,565**
Vans	3,490	3,931	12,721	15,267
Safari	2,977	2,718	10,358	10,612
S-15	4,977	3,314	16,816	16,464
S-15 Jimmy	3,740	2,797	13,974	11,579
Jimmy	497	503	2,237	2,644
Caballero	0	1	0	55
Suburban	1,953	1,624	7,357	7,107
Pickups	13,584	10,504	49,210	46,654
P Model	352	471	1,364	1,466
W-4	130	146	433	475
GMC	**31,700**	**26,009**	**114,470**	**112,323**
Wrangler	4,796	3,670	15,813	12,391
Wagoneer	483	684	2,286	3,094
Cherokee	12,029	10,924	46,529	45,720
Grand Wagoneer	764	819	3,542	4,272
Comanche	2,738	3,903	9,196	13,452
J-10/J-20	0	19	0	120
Jeep	**20,810**	**20,019**	**77,368**	**79,049**
Toyota	21,131	19,406	70,787	77,134
Nissan	11,085	13,899	57,159	55,587
Mazda	7,307	8,522	28,811	35,513
Isuzu	7,817	5,734	29,629	24,861
Mitsubishi	2,734	4,146	12,044	17,110
Suzuki	1,562	6,165	9,068	22,948
Subaru	0	2	0	9
Range Rover	408	248	1,599	1,145
Imports	**52,044**	**58,122**	**209,097**	**234,307**
Industry Total	**418,417**	**406,614**	**1,546,492**	**1,620,333**

Compiled by Karen Detkowski

Ford demonstrates engine durability

Ford New Holland technicians Tom Cline, center, and Terry Cuthbertson tear down a 6.6-liter Ford diesel engine from a Cargo CF-7000 truck owned by Harry Kuck, right. The exercise, at the New England Truck Show in Boston, was to demonstrate the engine's durability. Kuck logged 318,350 miles with the engine, which he said has never been overhauled. Kuck is an owner-operator based in Chicago.

Utilimaster's Aeromate takes off

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

ORLANDO, Fla. — Utilimaster Motor Corp.'s strategy of producing delivery vans on its own chassis and selling them through a variety of dealers has been paying off.

B. Ross Dubec, general sales manager of the Wakarusa, Ind., company, said 70 dealers have been signed to handle its downsized special-delivery vehicle, known as Aeromate. Most are auto dealers selling Chrysler, Ford, Chevrolet, Nissan and other makes. Utilimaster hopes to have 140 dealers by the end of this year.

"That should give us all the dealers we need, without having too many," Dubec said during the American Truck Dealers convention here.

Aeromate uses drivetrains and other mechanicals — such as wiring harnesses — supplied by Chrysler's Acustar Division.

The vehicle is designed to fill the market gap between Detroit's smaller conventional cargo vans and the high-cube vans that Detroit makers and other body builders produce. The model is being purchased by florists, dry cleaners and caterers and also is being used in "applications we never considered," Dubec said.

Funeral homes engaged in multiple-body pickups, the result of plane crashes or other disasters, have purchased the vehicle. So have paraplegics, who bought it for personal use. One entrepreneur purchased the vehicle for a pet grooming service in which she goes house-to-house, clipping and washing dogs. The rear box is all aluminum, which means it will not rust.

Dubec said sales acceptance has been good. The company began shipping vehicles last September. It expects to sell 2,000 this year and 4,000 in 1990, Dubec said.

The vehicle also is being tested for fleet use by United Parcel Service and Federal Express.

The company generally doesn't sell directly to fleets. The exceptions were two national accounts, which required unique versions of the vehicle.

Utilimaster has been producing walk-in vans for 15 years. It also sells a walk-in van with a 14-foot box, built on General Motors and Ford Motor Co. chassis.

Aeromate is different from previous Utilimaster models in that it uses the company's own chassis, placing the firm in direct competition with Detroit's manufacturers for the first time.

Chassis production "gives us better control" over the vehicle's distribution, Dubec said. "We can franchise whomever we want."

The suggested retail price of the downsized special-delivery van, depending on options, is about $17,500. Automatic transmission, power steering, power brakes, tinted windshield, tilt steering and various other items are standard.

Paccar profits

BELLEVUE, Wash. — Paccar had its fifth straight record quarterly profit for the three months ended March 31. Net income of $47.3 million for the period was up from $39.9 million in like 1988.

Charles M. Pigott, Paccar chairman, said demand for the company's Kenworth, Peterbilt and Foden trucks kept truck order backlogs high and plants operating at near capacity. Pigott said sales and profits of foreign truck operations in Canada, Australia and the United Kingdom also improved.

TRUCK BRIEFS

Swift expands fleet

PHOENIX, Ariz. — Swift Transportation Co., one of the largest private trucking firms, announced a $42.5 million expansion program, including the addition of 1,050 trucks and trailers.

The expansion will be financed through long-term borrowing agreements with several lenders, such as banks, insurance companies and the finance units of equipment manufacturers.

The company will spend $32 million for equipment and $8 million to expand offices and terminals in Phoenix; Stockton, Calif.; Renton, Wash.; and Lindon, Utah. It will spend $2.5 million to build a terminal near Los Angeles.

It will add 350 tractors, 700 trailers and 450 drivers to its fleet. For the balance of calendar 1989 and for 1990, it will buy mostly Kenworth, Peterbilt and Navistar International trucks.

The company is expanding two college-based driver training programs to meet its driver needs.

Swift's revenue has increased about 300 percent in the past several years and totaled $85 million in 1988. The company expects to reach $120 million this year.

It operates in 48 states with 1,000 trucks, 1,800 trailers and 1,500 employees.

Allied-Cantire deal

ETOBICOKE, Ontario — Allied-Signal Automotive acquired certain disc brake and drum brake friction material assets from the Cantire Products Division of Canadian Tire Corp.

The acquisition includes the production operations in a 39,000-square-foot leased facility that supplies disc brake pads for cars and light trucks in the North American aftermarket.

The remanufacturing equipment and inventory will be relocated to Allied-Signal Canada's Certified Brake Division plant in Toronto.

Schwitzer restructures

PROSPECT HEIGHTS, Ill. — Schwitzer, a major manufacturer of heavy-duty truck and engine components, formed Schwitzer Inc., a new publicly held company.

Schwitzer formerly was a division of Household Manufacturing here.

It was spun off when the latter firm decided to restructure and has become a holding company for four subsidiaries: Schwitzer U.S. of Indianapolis; Schwitzer (Europe) of Bradford, England; Schwitzer Manufacturing Canada of Stratford, Ontario; and Lacom Schwitzer Equipamentos of Campinas, Brazil.

Navistar problems

CHICAGO — Navistar International Corp. expects profits to be significantly less than projected this year due to far greater than expected start-up costs related to the introduction of new products.

Deutsche Bank Capital Corp. of New York quoted management as saying costs of new lines of medium and heavy-duty trucks will be $60 million to $65 million more than anticipated.

The vehicles went into production earlier this year at Navistar's Springfield, Ohio, plant, which accounts for 60 percent of Navistar's dollar sales, according to Deutsche Bank.

Difficulties began to surface in mid-February and became more serious by mid-March. The problems, not caught in initial runs, were complicated later by more complex special-order vehicles and a just-in-time inventory system.

For example, a supplier was shipping hoods for two series of vehicles, upper Class 7 and lower Class 8 trucks, that didn't fit, Deutsche Bank said.

The vehicles accounted for about 10 percent of the production schedules and they had to be produced without hoods and pulled from the assembly line until the proper hoods could be obtained from the supplier. Navistar's paint plant is also not yet running as desired.

Navistar said such start-up problems are not uncommon in the industry. They have resulted in canceled orders and will reduce Navistar's sales. The biggest difficulties appear to be in Navistar heavy-truck production. Medium-duty production is running close to target, Deutsche Bank said.

Auto spending in newspapers climbs to record $687 million

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers, dealers and importers spent a record amount on newspaper advertising for cars in calendar 1988.

The Newspaper Advertising Bureau said the auto industry, including factories, dealer associations and dealers, spent $687.8 million in 1988, up 5.3 percent from $652.9 million in 1987, the previous peak. The increase slightly outpaced the 4.1 percent rate of inflation.

The spending numbers, projected for 125 markets, are collected by Media Records. The numbers do not include national newspapers such as The Wall Street Journal or USA Today.

William J. Tausch, vice president of automotive marketing for the Newspaper Advertising Bureau, said the record 1988 expenditures were buoyed by strong increases in dealer association spending.

T.V. ad spending up, see Page 20

Dealer association expenditures on newspaper advertising showed the largest increase in 1988. Dealer advertising groups spent $87.7 million, up 42.4 percent over the $61.6 million spent in 1987. Tausch attributed the rise to an increase in he number of dealer groups and a flurry of incentives advertised by the groups.

General Motors' dealer groups increased their newspaper spending 84 percent in 1988. They spent $22.9 million, compared to $12.4 million in 1987. GM executives have said they have made an effort to be more competitive in local advertising spending. Among GM makes, Pontiac dealer groups showed the largest increase in 1988 with a 286.2 percent rise in newspaper spending.

A bureau spokesman said GM spending on newspapers was generally low in 1987 and the corporation has made a concerted effort to beef up local advertising outlays since then.

Factory expenditures on newspaper advertising fell 14.6 percent in 1988 compared to 1987. Factories spent $175.2 million in 1988 compared to $205.1 million in 1987. Factory expenditures by domestic automakers fell 11 percent ($97 million vs. $109 million) while factory spending by importers took an even bigger drop by falling 18.6 percent ($78.3 million vs. $96.2 million).

"The factories are rationalizing their roles with the dealer associations; factories are developing the brand character and dealer associations are taking on more of the retail messages (including advertising factory incentive programs)," Tausch said.

He added that one of the reasons for the decline in factory spending in newspapers may have been the large financial commitments the Big 3 domestic automakers made to advertising time during telecasts of the Olympic Games. Chrysler Motors and Ford Motor Co. purchased television time during the Winter Olympic Games, while GM was the only domestic automaker advertising during the airing of the Summer Olympic Games.

Chrysler Motors' factory spending on newspaper advertising showed the sharpest decline among the domestic automakers. Chrysler spent $10.1 million in newspaper advertising for its Chrysler-Plymouth, Dodge and Jeep-Eagle divisions and corporate campaigns, a 65.2 percent drop from the $29.1 million spent in 1987.

"We spend the bulk of our

see NEWS ADS, page 44

RECAP OF FULL YEAR 1988 (in thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change	% Change
Total domestic	$97,009	$63,181	$ 183,565	$343,755	$49,240	16.7
Total multi-line dealers	N.A.	N.A.	119,064	119,064	21,623	22.2
Total imports	78,291	24,487	122,230	224,936	(35,980)	(13.8)
Grand total	$175,300	$87,668	$424,859	$687,755	$34,883	5.3

IMPORT CAR NEWSPAPER EXPENDITURES

(Full Year 1988; in thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change from Full Year '88	$ Change from Full Year '87
Acura	$ 1,108	$ 4,811	$ 6,324	$12,243	$ 493	4.2
Alfa Romeo	2,553	65	1,154	3,772	1,291	51.4
Audi	5,142	1,028	1,953	8,123	(292)	(3.5)
Austin Rover (Sterling)	5,680	325	1,561	7,566	4,122	119.7
BMW	8,983	4,861	4,313	18,157	2,517	16.1
Daihatsu	439	N.A.	445	884	445	101.4
Honda	1,101	484	8,780	10,365	(2,069)	(16.6)
Hyundai	688	N.A.	14,182	14,870	964	6.9
Isuzu	127	N.A.	1,909	2,036	(4,573)	(69.2)
Jaguar	4,105	804	5,508	10,417	(1,008)	(8.8)
Lotus	279	N.A.	112	391	342	698.0
Mazda	4,689	2,392	4,651	11,732	(9,545)	(44.9)
Mercedes-Benz	17,479	4,203	5,847	27,529	(623)	(2.2)
Mitsubishi	484	150	6,154	6,788	782	1.2
Nissan	7,289	246	21,841	29,376	7,662	35.3
Peugeot	2,840	117	678	3,635	1,763	94.2
Porsche	958	N.A.	1,602	2,560	(3,022)	(54.1)
Range Rover	N.A.	N.A.	881	881	(376)	(29.9)
Saab	2,433	N.A.	1,648	4,081	(579)	(12.4)
Subaru	1,478	989	2,981	5,448	(7,378)	(57.5)
Suzuki	374	N.A.	2,743	3,117	16	.05
Toyota	4,010	1,966	20,765	26,741	387	1.5
Volkswagen	2,020	542	2,357	4,919	(4,277)	(46.5)
Volvo	2,696	1,393	3,389	7,478	1,106	17.3
Yugo	1,264	111	452	1,827	797	77.4
TOTAL	$78,291	$24,487	$122,230	$224,936	N.A.	N.A.

N.A. = not available.

DOMESTIC AND IMPORT TRUCK ADVERTISING IN NEWSPAPERS (in thousands)

	1988	1987	$ Change	% Percent
Chevy				
Multi-trucks	$3,103	$3,188		
Heavy-Duty	29	26		
Pickup	3,185	10,687		
Van	1,273	737		
	7,590	14,638	$(7,048)	(48.1)
Dodge				
Multi-trucks	258	1,035		
Pickup	436	2,178		
Van	832	979		
	1,526	4,192	(2,666)	(63.6)
Ford				
Multi-trucks	3,095	4,613		
Heavy-Duty	161	111		
Pickup	1,706	5,904		
Van	853	781		
	5,815	11,409	(5,594)	(49.0)
GMC				
Multi-trucks	2,055	1,563		
Pickup	530	2,192		
Van	468	758		
	3,053	4,513	(1,460)	(32.4)
Isuzu				
Multi-trucks	11	18		
Heavy-Duty	291	194		
Pickup	227	517		
Van	7	118		
	639	845	(309)	(36.6)
Jeep				
Pickup	33	128		
	33	128	(95)	(74.2)
Mazda				
Multi-trucks	33	6		
Pickup	754	2,746		
	787	2,752	(1,965)	(71.4)
Mitsubishi				
Multi-trucks	53	58		
Heavy-Duty	104	74		
Pickup	71	241		
	228	373	(145)	(38.9)
Nissan				
Multi-trucks	46	120		
Heavy-Duty	5	22		
Pickup	228	467		
	279	609	(330)	(54.2)
Plymouth				
Van	257	N.A.		
	257	N.A.	N.A.	N.A.
Suzuki				
Pickup	58	32		
	58	32	26	81.3
Toyota				
Multi trucks	267	594		
Pickup	1,006	1,244		
Van	95	208		
	1,368	2,046	(678)	(33.1)
Grand Total	$21,530	$41,537	(20,007)	(48.2)

Multi trucks—Advertisement of more than one model.
Parenthesis denotes negative change.

NEWSPAPER AD SPENDING

Full year 1988 vs. Full year 1987
(In thousands)

	Factory				Dealer Association				Local Dealer				Total			
	1988	1987	$ Change	Percent change	1988	1987	$ change	Percent change	1988	1987	$ change	Percent change	1988	1987	$ change	Percent change
Chrysler Corp.	$ 3,283	$ 11,422	$ 8,139	(71.3)	$ —	$ —	N.A.	—	$ 1,200	$ 1,176	$ 24	2.0	$ 4,483	$ 12,598	$ 8,115	(64.4)
Chrysler-Plymouth	2,996	7,866	4,870	(61.9)	92	1,033	941	(91.1)	11,587	13,713	2,206	(16.1)	14,586	22,612	8,017	(35.5)
Dodge	2,474	7,097	4,623	(65.1)	610	967	357	(36.9)	10,952	11,533	581	(5.0)	14,036	19,597	5,561	(28.4)
Jeep-Eagle	1,372	2,725	1,353	(49.7)	2,896	823	2,283	363.2	7,668	1,698	5,970	351.6	11,936	5,046	6,890	136.3
Total Chrysler	$ 10,125	$ 29,110	$18,985	(65.2)	$ 3,598	$ 2,823	$ 985	35.8	$ 31,327	$ 28,120	$ 3,207	11.4	$ 45,040	$ 59,853	$14,813	(24.7)
Ford Corp.	1,620	1,192	428	35.9	—	—	N.A.	—	2,364	1,918	779	48.1	4,014	2,906	1,208	42.9
Ford Division	10,548	13,837	3,289	(23.8)	24,150	14,948	9,302	62.6	45,644	32,056	13,588	42.4	80,342	60,741	19,601	32.3
Lincoln-Mercury	940	2,371	1,431	(60.4)	12,522	8,141	4,381	53.8	13,547	12,332	1,215	9.9	27,009	22,844	4,165	18.2
Total Ford	$ 13,108	$ 17,400	$ 4,292	(24.7)	$36,672	$22,988	$13,683	59.5	$ 61,555	$ 46,304	$15,581	33.9	$111,365	$ 86,303	$24,972	28.9
GM Corp.	8,222	14,725	6,503	(44.2)	—	—	N.A.	—	5,030	449	4,581	1,020.3	13,252	15,174	1,922	(12.7)
Buick	7,659	3,109	4,550	146.3	5,421	2,636	2,785	105.7	9,739	8,450	1,289	15.2	22,819	14,195	8,621	60.7
Cadillac	2,160	1,772	391	22.1	5,322	2,287	3,035	141.5	16,694	17,137	443	(2.6)	24,370	21,196	3,183	15.0
Chevrolet	24,315	20,403	3,882	19.0	5,585	4,154	1,401	33.7	40,126	29,670	10,456	35.2	69,986	54,257	15,733	29.0
Oldsmobile	17,954	14,151	3,803	26.9	4,774	2,936	1,838	62.6	9,970	10,271	301	(2.9)	32,698	27,358	5,340	19.5
Pontiac	13,144	8,273	4,871	58.9	1,649	427	1,222	286.2	8,861	7,386	1,475	22.7	23,654	16,086	7,768	48.3
Total GM	$ 73,776	$ 92,483	$11,313	18.1	$22,921	$12,440	$10,481	84.3	$ 90,853	$ 73,366	$17,287	23.6	$187,359	$148,269	$39,091	26.4
Total domestic	$ 97,009	$160,573	$11,564	(11.8)	$63,181	$38,052	$25,129	66.0	$183,565	$147,790	$35,975	24.5	$343,755	$294,515	$49,240	16.7
Total imports	$ 78,291	$ 96,102	$17,803	(18.6)	$24,487	$23,533	$ 954	4.1	$122,230	$141,231	$18,981	(13.5)	$224,936	$260,916	$35,980	(13.8)
Total multi-line dealers	$ —	$ —	$ —	—	$ —	$ —	$ —	—	$119,064	$ 97,441	$21,623	22.2	$119,064	$ 97,441	$21,623	22.2
Grand total	$175,300	$256,675	$29,367	(14.6)	$87,668	$61,585	$26,083	42.4	$424,859	$386,462	$38,397	10.5	$687,755	$652,872	$34,883	5.3

SOURCE: Newspaper Advertising Bureau, Media Records, projected to 125 markets. Parenthesis denotes negative change. Totals may reflect unlisted spending.

Makers top $1 billion in network TV

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

In 1988, for the first time ever, automakers spent more than $1 billion in network television for cars and trucks. The auto industry also spent more than $1 billion in spot television for the second consecutive year.

It was a television year for the automakers with many manufacturers sponsoring network advertising during broadcasts of both the summer and winter Olympic Games and the elections.

Manufacturers and dealer associations also poured money into local spot television as regional marketing efforts increased. Many advertisers, particularly General Motors' divisions, had large increases in overall advertising budgets for the 1989 model year, much of which went into television.

Overall, factories and dealers spent $2.5 billion in television advertising for cars and trucks including both network and spot ads, up 19 percent from $2.1 billion in 1987. The large increase was fueled by a 44.25 percent increase by GM whose overall television budget jumped from $499.9 million in 1987 to $721.1 million in 1988.

Network purchases, which included all factory dollars with the exception of one network cam-

see TV ADS, page 44

AUTOMOBILES — LEADING TV ADVERTISERS BY NAMEPLATE

	1987			1988			
	Network TV	Spot TV*	Total TV	Network TV	Spot TV*	Total TV	% Change
Ford	$ 62,036,800	$ 52,602,100	$114,638,900	$ 75,914,300	$ 71,133,600	$147,047,900	+ 28.3
Pontiac	44,256,400	53,087,700	97,344,100	80,673,600	57,331,200	138,004,800	+ 41.8
Oldsmobile	21,048,700	52,067,200	73,115,900	73,551,600	63,526,100	137,077,700	+ 87.5
Chevrolet	58,218,400	58,357,200	116,575,600	70,119,500	63,039,400	133,158,900	+ 14.2
Hyundai	13,205,200	65,509,400	78,714,600	68,991,700	62,249,900	131,241,600	+ 66.7
Toyota	31,246,600	64,857,400	96,104,000	39,104,000	76,413,600	115,866,900	+ 20.6
Honda	38,877,900	40,666,400	79,544,300	46,107,200	47,267,300	93,394,500	+ 17.4
Nissan	23,001,600	57,109,700	80,111,300	37,786,000	55,433,500	93,219,500	+ 16.4
Buick	37,699,700	27,747,900	65,447,600	62,021,600	28,803,000	90,824,600	+ 38.8
Mazda	38,324,200	33,853,500	72,177,700	38,535,100	33,680,400	72,215,500	+ 0.1
Subaru	31,603,100	34,672,700	66,275,800	39,544,500	31,224,300	70,768,800	+ 6.8
Dodge	26,541,100	20,240,400	46,781,500	24,873,000	32,250,700	57,123,700	+ 22.1
Cadillac	17,088,700	18,245,600	35,334,300	27,808,000	26,318,200	54,126,200	+ 53.2
Acura	23,618,500	10,860,000	34,478,500	34,122,800	15,359,000	49,481,800	+ 43.5
Mercury	28,305,400	26,222,000	54,527,400	23,695,600	24,884,900	48,580,500	- 10.9
Volkswagen	32,842,000	22,212,300	55,054,300	23,010,400	25,283,600	48,294,000	- 12.3
Eagle	8,945,300	445,000	9,390,300	26,863,900	19,561,800	46,425,700	+394.4
Mitsubishi	1,476,800	27,144,700	28,621,500	10,413,600	29,052,700	39,466,300	+ 37.9
Chrysler	17,797,300	13,733,500	31,530,800	24,974,100	11,638,600	36,612,700	+ 16.1
Mercedes-Benz	19,546,200	8,643,300	28,189,500	19,453,300	10,344,600	29,797,900	+ 5.7

NOTES: Expenditures for television commercials advertising two nameplates or vehicle types have been divided between the two brands. Expenditures include leasing.
Broadcast Advertisers Reports identifies some automotive television expenditures as "autos and trucks," "various autos," "general promotion," etc. Unless they are clearly attributable to a brand, they are not included in the above, or in the truck data following, but are included in the company totals. In the January/June 1988 period, these expenditures were as follows: Chrysler Corp. $25,544,300; Ford Motor Co. $13,702,700; General Motors $1,762,100; Nissan $1,387,000; Toyota $1,614,500.
*Spot TV includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data.

TRUCKS, VANS, SPORT-UTILITIES — LEADING TV ADVERTISERS BY NAMEPLATE

	1987			1988			
	Network TV	Spot TV*	Total TV	Network TV	Spot TV*	Total TV	% Change
Chevrolet	$43,319,200	$30,377,100	$73,696,300	$69,088,500	$47,921,500	$117,010,000	+ 58.9
Ford	34,282,800	43,292,800	77,576,600	38,935,000	45,711,000	84,646,000	+ 9.1
Toyota	14,566,800	52,909,600	67,476,400	22,180,000	42,395,800	64,575,800	- 4.3
Dodge	30,170,500	28,006,100	58,176,600	30,436,900	31,239,100	61,676,000	- 6.0
Nissan	15,899,100	37,726,800	53,625,900	16,655,900	31,928,400	48,584,300	- 9.4
Jeep	20,704,500	14,822,300	35,526,800	23,383,200	17,505,100	40,888,300	+ 15.1
Suzuki	4,400,800	23,607,100	28,007,900	21,320,800	15,795,500	37,116,300	+ 32.5
Isuzu	3,535,500	12,665,900	16,201,400	5,587,000	22,739,500	28,326,500	+ 74.8
Mazda	11,794,700	10,191,200	21,985,900	4,693,000	23,055,700	27,748,700	+ 26.2
GMC	6,792,800	18,117,500	24,910,300	791,400	20,701,800	21,493,200	- 13.7

NOTES: Expenditures for television commercials advertising two nameplates have been divided between the two brands.
SOURCE: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data.
*—Spot includes national syndication advertising.

If You Won't Buy Tilt-Wheel For Tom, Dick And Harry...

TV ADS

FROM PAGE 20

paign sponsored by Jeep-Eagle dealers, totaled $1.2 billion in 1988, up 28.62 percent from $933 million in 1987. Ford Motor Co. and Chrysler Motors sponsored advertising on telecasts of the Winter Olympics in February 1988, while GM, American Isuzu and Hyundai were the automotive sponsors of the Summer Olympics in September 1988.

Ford also sponsored all automotive advertising during the 18-hour World War II miniseries "War and Rememberance," and Chrysler continued to sponsor its "Chrysler Showcase Theatre."

The market-by-market — or spot television — category continued to explode in 1988 due to the rising interest in regional marketing by automakers and dealer associations.

Competition was intense at the local level, and manufacturers took a variety of approaches to improve the leverage of co-op programs. Some manufacturers reorganized dealer groups, others started co-op programs with their dealer associations and several makers encouraged or mandated higher per-car contributions by dealers.

"The rising expenditures on spot television are an indication of what's to come; the competition is so strong, manufacturers are relying more and more on dealer associations to move the product," said Richard A. O'Donnell, vice president of automotive marketing, Television Advertising Bureau.

For example, Chevrolet enacted a new one percent marketing charge on the dealer invoice price of all of its 1989 cars and trucks, except fleet and GM employee purchases. The charge is mandatory for all dealers — regardless of membership in a dealer association — and has generated "hundreds of millions" of local advertising dollars for the division, according to Robert Burger, who retired April 28 as Chevrolet general manager.

In spot television, GM and its dealers were far and away the largest purchasers with $316.9 million spent on market-by-market advertising in 1988, up 21.19 percent from $261.5 million in 1987. Ford Motor Co. and its dealers were the second largest purchasers of spot television with $169.4 million in 1988, up 18.13 percent from $143.4 million in 1987.

Chrysler's spot television budget, which ranked third in 1988, jumped dramatically. Chrysler Motors and its dealers spent $147.7 million on spot television in 1988, up 29.68 percent from $113.9 million in 1987.

In network television, GM also was the leading automotive purchaser. GM spent $404.2 million on network television in 1988, up 69.55 percent from $238.4 million in 1987.

Pontiac's network television expenditures jumped 82.17 percent in 1988 to $80.7 million from $44.3 million in 1987. Pontiac introduced its 1988 Grand Prix in January 1988 with an advertising campaign based on its 1988 Motor Trend Car of the Year award.

LEADING TV ADVERTISERS — CAR, TRUCK & VAN MAKERS AND DEALER ASSOCIATIONS

	1987			1988			
	Network TV	Spot TV*	Total TV	Network TV	Spot TV*	Total TV	% Change
General Motors[1]	$238,425,600	$261,474,200	$ 499,899,400	$404,206,400	$ 316,893,400	$ 721,099,800	+ 44.2
Ford Motor Co.[1]	161,158,400	143,386,900	304,545,300	172,599,800	169,377,100	341,976,900	+ 12.3
Chrysler Corp.[1,2]	151,569,300	113,910,600	265,479,900	171,581,200	147,708,300	319,289,500	+ 20.3
Toyota Motor Sales[1]	46,298,300	118,368,700	164,667,000	64,193,100	138,554,800	202,747,900	+ 23.1
Nissan Motor Co.[1]	46,679,500	95,518,200	142,197,700	57,159,100	87,691,400	144,850,500	+ 1.9
Honda Motor Co.[1]	62,496,400	51,526,400	114,022,800	80,230,000	62,659,000	142,889,000	+ 25.3
Mazda Motor Corp.[1]	51,623,200	44,044,700	95,667,900	45,257,200	56,765,600	102,022,800	+ 6.6
Hyundai Corp.	13,205,200	65,509,400	78,714,600	36,[illegible]8,400	62,249,900	98,758,300	+ 25.5
Fuji Heavy Industries	31,603,100	34,672,700	66,275,800	39,544,500	31,224,300	70,768,800	+ 6.8
Mitsubishi Corp.	8,373,400	35,930,100	44,303,500	21,046,600	38,434,000	59,480,600	+ 34.3
Volkswagen AG	49,628,100	28,410,300	78,038,400	29,741,100	28,505,100	58,246,200	− 25.4
Suzuki Motor Co.[1]	4,400,800	23,607,100	28,007,900	22,375,000	18,063,800	40,438,800	+ 44.4
Isuzu Motor Co.	5,853,000	28,283,200	34,136,200	8,777,000	26,932,400	35,709,400	+ 4.6
Daimler-Benz AG	19,546,200	8,643,300	28,189,500	19,453,300	10,344,600	29,797,900	+ 5.7
BMW[1]	27,474,900	18,023,800	45,498,700	17,668,500	11,361,800	29,030,300	− 36.2
Volvo	1,007,600	13,177,300	14,184,900	5,808,000	11,264,800	17,073,800	+ 20.4
Bricklin Industry	12,446,600	2,154,100	14,600,700	9,784,800	5,294,700	15,079,500	+ 3.3
Austin Rover Group	639,600	15,054,300	15,693,900	1,226,100	8,625,000	9,851,100	− 37.2
CATEGORY TOTAL	$932,510,200	$1,143,094,400	$2,075,604,600	$1,207,445,900	$1,272,273,700	$2,479,719,600*	+ 19.5

SOURCE: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data.

NOTES: *—Spot TV includes national syndication advertising.

1. Includes television advertising for new passenger cars, trucks and leasing of these vehicles. Non-car and non-truck advertising by these companies is excluded, as follows: General Motors $19,386,500 in 1986 and $24,122,700 in 1987 for AC Delco, used cars, parts and service, GMAC Finance, public service; Chrysler Corp. $36,300 in 1988 for Dodge sportsman show; Ford Motor Co. $607,700 in 1987 and $4,526,000 in 1988 for First Nationwide, Transouth Finance, farm equipment, Motorcraft, parts and service, used cars; Toyota $1,086,700 in 1987 and $661,200 in 1988 for parts and service, Toyota Grand Prix; Honda $15,214,900 in 1987 and $12,289,600 for mowers, motorcycles, scooters, generators, parts and service; Nissan $28,600 in 1987 and $5,600 in 1988 for river fest, outboard motors; Mazda $28,100 in 1988 for used cars; Suzuki $53,100 in 1988 for all terrain vehicles, motorcycles, motors; BMW $7,600 in 1988 for golf classic.

2. Chrysler data for [illegible]'87 includes American Motors Corp.

LEADING AUTO DEALER TELEVISION ADVERTISERS

	1987	1988	Percent Change
Cal Worthington, Los Angeles	4,585,600	4,228,300	− 7.8
Foothill Nissan, Los Angeles	2,778,500	3,278,500	+ 18.0
Atlanta Toyota, Atlanta	247,500	3,120,300	+ 1160.7
Worthington Chevrolet, Houston	137,900	2,885,700	+ 109.3
Wilson Ford, Los Angeles	3,423,200	2,355,100	− 31.2
Cal Worthington, Seattle	2,433,800	2,159,000	− 11.3
Cal Worthington, Sacramento	1,978,000	1,846,200	− 6.7
Frontier Ford, Albuquerque	913,800	1,787,000	+ 95.6
Rosenthal Nissan Honda Mazda, Washington	—	1,745,800	− Infinite
Celizzi-Ettleson, Chicago	1,502,600	1,648,000	+ 9.7
Ed Mullinax, Cleveland	1,060,600	1,545,800	+ 45.7
Cormier Chevrolet Hyundai, Los Angeles	—	1,417,600	+ Infinite
Piemonte & Arlington Hts. Ford, Chicago	1,559,300	1,413,100	− 9.4
Pete Ellis Motors, Los Angeles	2,517,800	1,397,100	− 44.5
Long-Lewis Ford, Birmingham	1,239,700	1,343,100	+ 8.3
Cary Paul Ford, Atlanta	351,000	1,262,900	+ 259.8
Nationwide Motor Sales, Baltimore	1,299,900	1,232,400	+ 5.2
Ken Johns Motor, Albuquerque	1,107,700	1,201,500	+ 8.5
Sonya Subaru, Phoenix	1,803,500	1,145,300	− 36.5
Cal Worthington, San Diego	80,600	1,095,400	+ 1259.1
CATEGORY TOTAL	$371,410,700	$379,766,400	+ 2.2

SOURCE: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data in the top 75 markets.

NEWS ADS

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money in television followed by magazines and newspapers; we generally spend money in newspapers when our dealers co-op with us," said a Chrysler spokesman.

Ford Motor Co. registered a 24.7 percent drop in its factory expenditures on newspaper advertising for its Ford and Lincoln-Mercury divisions and corporate campaigns.

GM, buoyed by what Tausch called a "new product flurry," was the only domestic automaker to increase its factory newspaper advertising expenditures in 1988. GM spent $73.8 million on newspaper advertising in 1988, up 18.1 percent from $62.5 million in 1987. Newspaper expenditures include car advertising for its five car divisions and corporate advertising.

In light-truck advertising, makers spent $21.5 million in newspapers in 1988, down 48.2 percent from $41.5 million spent in 1987.

CLASSIFIEDS
313-446-6065

CARS WANTED

WANTED MERCEDES, Ferrari, BMW, Volvo, Porsche. All clean U.S. imports. Doing business 18 years. Denny Hanna, Memphis, Tennessee. 901-483-0386, 363-2384.

Wanted! Used Police Cars
MIDWEST DEALER WILL PAY HIGHEST PRICES IN U.S.A.
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IN KANSAS CALL 1 (913) 788-5815
DIVERSIFLEET INC.
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Call Joe Vaught *anytime*

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-862-9501.

ROLLS ROYCES, Jaguars, Mercedes, Zimmers, Clenets, stretch limousines, any make, year or model, wanted. Frank Corrente, Cadillac Corner, Inc., 7814 Sunset Blvd. Hollywood, CA 90046. 213-850-1881, fax 213-850-1884.

WANTED
LAMBORGHINI'S
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FERRARI'S
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XKE's
Any year roadsters
MERCEDES BENZ
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PRESTIGE IMPORTS
North Miami Beach, Florida Contact: Mr. David
Will pickup anywhere with Cashier's Check
305-947-1000 Fax: 305-949-0927

PERSONNEL

FROM PAGE 31

manager for COIN Financial Systems' automotive division in Atlanta.

White joined COIN in 1984.

Cooper Tire

Roderick F. Millhof has joined Cooper Tire & Rubber Co.'s industrial products division in Auburn, Ind., as vice president of sales and marketing. He had been vice president of sales and marketing for Johnson Rubber Duramax in Middlefield, Ohio.

Creative Universal

Larry G. Short, president of Creative Universal, a training and publications service in Warren, Mich., has retired after 33 years of service with the firm and its parent company, Creative Industries Group.

Bernie Maszlakowski succeeds Short. He has been with the firm since the parent company formed the Creative Universal subsidiary in 1970.

W.B. Doner

The automotive division of W.B. Doner & Co. in Detroit has promoted **Stacey Dobrusin** to account executive. She will work on the Gateway Pontiac, Performance Pontiac and Southern California Pontiac Dealer Association accounts.

Dobrusin had been an assistant account executive on the New England Ford Dealer Association account.

Eaton

The axle and brake division of Eaton Corp., Galesburg, Mich., has named **Paul P. Pipik** manager of service parts sales. He had been an account manager serving original-equipment manufacturers. Pipik joined Eaton in 1977.

Ferco Fabricators

Don M. Schlueter has been appointed president and chief operating officer for Ferco Fabricators in Moberly, Mo. He replaces **Mike Bowlby**, executive vice president, who has left the company.

Schlueter has been president of Eclipse Industrial Products, a manufacturer of industrial cutting tools with offices in St. Louis and plants in Michigan and Arkansas.

JPI

John R. Washbish has been promoted to vice president of sales and marketing for JPI Transportation Products in Ann Arbor, Mich. He was director of sales for the J.P. Industries unit.

GE Capital Auto Auctions

GE Capital Auto Auctions has named **Joseph D. Lyng** vice president and adviser to the president. The company is based in Barrington, Ill.

GE also promoted **Gregory J. Kobel** to general manager of the Greater Chicago Auto Auction. He replaces Lyng.

Lear Siegler Seating

Lear Siegler Seating Corp., Southfield, Mich., has appointed **Charles E. Fisher** vice president of purchasing.

Fisher joined the company in 1985 and has served as sales manager and director of purchasing.

Lintas:Campbell-Ewald

Lintas:Campbell-Ewald in Warren, Mich., has named three senior vice presidents.

They are **Joseph W. Tuskiewicz**, group account supervisor on the Chevrolet area marketing account; **Michael L. Tuite**, supervisor on the General Motors Acceptance Corp. account; and **Jeffrey Seregny**, in charge of general accounts.

Tuskiewicz was East Central area account supervisor on the Chevrolet account; Tuite managed the Rockwell International account; and Seregny has held supervisory posts on AC-Delco and other accounts.

Nylok Fastener

Anthony E. DiMaio has been appointed vice president of engineering for Nylok Fastener Corp. in Rochester, Mich.

He had been vice president of manufacturing for Marson Fastener Corp.

Ohio Rubber

Richard L. Williams has been appointed executive vice president of Ohio Rubber in Willoughby, Ohio. He had been vice president of sales. Williams will continue to supervise sales and marketing activities.

Phillips Plastics

John C. Newhouse has been appointed vice president of corporate marketing for Phillips Plastics Corp. in Prescott, Wis. He was with Ault Inc. as vice president of marketing and sales.

Varity buys Fruehauf, gets Kelsey

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Toronto-based Varity Corp. reached an agreement to purchase the remainder of Fruehauf Corp. — essentially its Kelsey-Hayes operations — creating a powerhouse supplier in the automotive wheel and brake market.

The two signed a definitive agreement under which Varity will acquire Fruehauf for about $650 million in cash, notes and stock.

Varity had sales of $2.285 billion and net earnings of $81.7 million for the fiscal year ended Jan. 31. Fruehauf's Kelsey-Hayes operations reported 1988 sales of $1.11 billion and pre-tax earnings of $60 million.

Fruehauf has already sold its trailer and maritime operations to Terex Corp. of Green Bay, Wis., for $232.5 million in cash and assumption of debt.

Kelsey-Hayes' wheels, wheel-end components and anti-lock braking systems for cars and trucks are expected to mesh well with products of Varity's Dayton Walther Corp., based in Dayton, Ohio, according to Anthony Viscogliosi, analyst with Roney & Co. in Detroit.

Dayton Walther produces truck and auto wheels plus brake assemblies and components and operates 11 plants in the United States, two in Canada and one in the United Kingdom. Kelsey-Hayes, based in Romulus, Mich., operates 17 factories in North America and five in Europe.

Varity also has a components group that produces Perkins diesel engines and parts for trucks. Its third group is Massey-Ferguson, maker of farm equipment.

Varity Chairman Victor Rice said the acquisition will reduce his company's reliance on farm machinery sales to less than 35 percent of gross revenue.

The company has about $800 million in tax-loss credits in several countries, including about $500 million in the United States.

Directors of both companies have approved the transaction and recommended its adoption by shareholders. Holders of at least 80 percent of Fruehauf Class A and B shares must approve the deal if it is to become a reality.

Under the agreement, Varity will pay $66 million in cash, $430 million in new notes or debt guaranteed by Varity plus 55.5 million shares of newly issued Varity common stock. In addition, Varity will issue another 2.5 million common shares to pay expenses associated with the deal. The exact value of the package will depend on the market price of Varity stock.

While Kelsey will mesh well with Varity's automotive supply operations, its purchase will saddle Varity with additional debt.

Varity had $258 million of long-term debt in U.S. dollars for its fiscal 1989 year ended Jan. 31. Adjusted for U.S. accounting principles, the debt was $369 million. Its equity was $509 million, creating a very poor 72.4 percent debt-to-equity ratio, Viscogliosi said.

Honda Civic, aerodynamically
Here are two looks at the aero package for the 1989 Honda Civic four-door sold by Pacific Auto Accessories, Huntington Beach, Calif. The package comes with front air dam, side and rear skirts and rear spoiler.

IMPORT CAR SALES BY MODEL

	April 1989	April 1988	4 Mos., 1989	4 Mos., 1988
ACURA	12,716	10,600	43,499	39,095
Integra	7,439	4,440	22,451	17,364
Legend	5,277	6,160	21,048	21,731
ALFA ROMEO	206	577	1,242	1,885
Milano	52	327	563	1,052
Spider	154	250	679	833
AUDI	1,064	2,073	5,691	7,347
4000	4	47	32	349
5000	27	884	172	2,531
80	191	597	1,809	2,289
90	241	545	1,730	2,178
100/200	470	0	1,421	0
100/200 Quattro	131	0	527	0
BMW	5,900	6,129	23,376	22,891
3 Series	2,881	3,631	11,156	13,211
5 Series	1,829	1,101	7,241	4,411
635 CSi	119	164	517	511
7-Series	864	1,005	3,631	3,880
M3	125	166	419	600
M5	40	23	179	115
M6	42	39	233	166
CHEVROLET	12,496	8,855	36,009	39,973
Spectrum	6,705	5,652	18,884	23,925
Sprint	5,791	3,203	17,125	16,048
CHRYSLER MOTORS	10,747	10,313	39,399	46,222
Colt	6,270	7,399	21,874	29,426
Conquest	655	797	2,186	3,202
Medallion	726	671	2,834	7,194
Summit	1,636	0	7,462	0
Vista	1,346	1,446	4,670	6,400
TC	114	0	373	0
DAIHATSU	1,055	753	4,395	3,340
FORD Festiva	6,426	5,461	25,780	23,523
HONDA	25,661	19,702	74,556	79,542
Civic	7,779	9,602	20,672	42,945
Accord	12,132	7,365	38,539	20,138
Prelude	5,750	2,735	15,345	16,459
HYUNDAI	16,808	25,157	66,499	96,183
Excel	13,513	25,157	60,127	96,183
Sonata	3,295	0	6,372	0
ISUZU	1,520	1,744	6,069	6,428
I-Mark	1,113	1,299	4,859	4,363
Impulse	407	445	1,210	2,065
JAGUAR	1,344	1,758	5,827	6,180
XJ6	981	1,288	4,342	4,652
XJS	363	470	1,485	1,528
MASERATI	21	98	111	347
MAZDA	17,373	16,818	68,133	75,656
323	6,727	6,751	27,570	31,160
626	3,716	4,745	15,300	21,435
MX-6	572	731	1,461	4,837
929	2,162	2,056	6,927	8,163
RX-7	1,442	2,535	6,804	10,061
MPV	2,754	0	10,071	0
MERCEDES BENZ	5,934	8,341	23,082	27,643
190	1,051	1,731	3,841	4,970
260E	403	806	1,326	2,468
300	1,809	2,554	7,444	7,877
300 SE	525	0	2,183	0
300SDL Turbo	0	2	0	78
300SEL	353	593	1,264	2,471
420SEL	530	897	2,142	3,367
560SEL	388	449	1,654	1,871
560SL	691	1,147	2,545	3,862
560SEC	127	129	500	578
Tourist	57	33	183	101
MERKUR	729	947	3,281	3,214
XR4Ti	526	456	1,876	1,742
Scorpio	203	491	1,405	1,472
MITSUBISHI	5,347	6,054	22,546	22,327
Starion	39	462	442	1,229
Cordia	9	765	319	2,139
Tredia	0	93	10	376
Mirage	1,112	1,143	3,716	3,998
Galant	2,735	1,505	11,405	4,102
Precis	1,312	1,481	6,009	8,348
Van/Wagon	140	605	645	2,135
NISSAN	34,298	31,197	132,673	123,360
Sentra	9,277	13,408	44,564	52,623
Pulsar	3,101	3,788	8,438	14,414
Stanza	4,835	6,774	12,744	23,184
Maxima	8,107	4,136	35,161	19,150
240SX/200SX	6,173	1,028	23,833	4,668
300ZX	1,916	1,876	6,018	7,902
Hawaii	889	187	1,915	1,419
PEUGEOT	558	712	1,984	1,959
PONTIAC LeMans	4,124	6,717	15,541	20,713
PORSCHE	789	1,523	2,597	5,949
924S	6	122	60	666
944	155	366	391	1,488
944S	21	33	45	220
944 Turbo	67	185	208	762
911 Coupe/Carrera 4	180	372	695	1,226
911 Turbo	105	114	401	381
911 Cabriolet/Speedster	171	198	524	690
928S	84	133	273	516
SAAB	2,693	2,807	10,611	12,598
900	391	553	1,612	2,149
900S	578	811	2,268	3,273
900 Turbo	780	779	3,200	2,891
9000S	209	185	988	1,204
9000 CD	501	0	1,391	0
9000 Turbo	211	459	1,090	2,995
Tourist	23	20	62	86
STERLING	351	546	2,135	3,600
SUBARU	12,529	11,535	50,307	48,033
Hatchback	209	590	1,219	2,344
3-Door	624	719	2,437	2,456
4-Door Sedan	2,983	2,254	17,151	8,535
Legacy	603	0	603	0
Loyale	938	0	938	0
XT/XT6	1,194	1,274	3,809	4,518
Station Wagon	3,442	4,798	14,808	19,640
Justy	2,536	1,900	9,342	10,540
SUZUKI	414	0	2,000	0
TOYOTA	40,501	43,605	145,339	170,655
Corolla	8,793	10,220	32,035	42,431
Tercel	6,503	6,987	31,744	25,642
Celica	4,975	5,041	18,328	19,627
Supra	1,329	1,437	5,577	6,675
Camry	12,685	15,746	40,504	57,710
Cressida	1,641	919	6,940	4,036
Land Cruiser	470	642	1,818	2,715
Van	363	387	1,691	2,149
4Runner SR 5	1,184	1,549	4,889	6,334
MR2	558	677	1,813	3,336
VOLKSWAGEN	11,388	11,922	42,076	48,343
Cabriolet	1,041	1,368	3,216	4,592
Jetta	4,544	5,381	17,182	21,026
Golf/GTI	1,764	0	6,606	0
Vanagon	502	482	1,479	2,130
Quantum	148	225	555	981
Scirocco	122	244	641	1,105
Fox	3,267	4,222	12,397	18,505
VOLVO	8,690	7,976	34,090	32,099
240 Series	3,145	5,236	13,797	14,879
740 Series	3,571	1,770	14,794	13,286
760 Series	1,718	780	4,806	3,325
780	243	136	601	445
Tourist	13	54	92	164
YUGO	873	3,100	3,331	12,021
IMPORT TOTAL	242,555	247,020	892,179	981,126

*Volkswagen has reported sales of U.S. built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Dellkowski

Japanese firms make parts in 227 U.S. plants

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Foreign parts manufacturers now operate in 33 states and have created 142,000 new jobs in the United States, according to a survey conducted by an automotive parts newsletter.

The Japanese have the most auto parts manufacturers here, with 227 production facilities. The Germans are a distant second with 101 plants, trailed by the British, who operate 37 facilities in the United States.

The study was conducted by Automotive Parts International, based in Washington.

Eighty-six of the foreign parts plants are located in Michigan, where they employ 18,000 workers. Ohio is second with 72 facilities, providing more than 12,000 jobs, followed by Indiana with 47 facilities, employing 9,000. Eleven states have more than 10 foreign-owned parts plants.

Nearly half of the plants have been built since 1984, following the establishment of Japanese transplants, the survey said.

More than two-thirds of all foreign-owned parts suppliers listed the Big 3 as customers.

Of the domestic manufacturers, Ford Motor Co. was listed as a customer by 169 foreign-owned parts manufacturers. General Motors was named by 134 suppliers, followed with Chrysler Corp., named by 133 parts makers.

In contrast, 90 parts manufacturers said they supplied Honda in Marysville, Ohio; 69 listed Nissan in Smyrna, Tenn.; 56 listed Mazda in Flat Rock, Mich.; and 41 named Toyota in Georgetown, Ky.

SIZE CLASS SHARES, April 1989

	Total Sales	Pct. of Total
SUBCOMPACT	204,238	22.44
COMPACT	224,330	24.65
INTERMEDIATE	348,174	38.26
STANDARD	118,104	12.98
SPECIALITY	15,153	1.67
TOTAL	909,999	100.00

PRODUCTION

Car output jumps 4% to 159,466

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto production of 159,466 increased 4.18 percent over the previous week's 153,062 but dipped 4.89 percent from the year-ago week's 167,669.

So far this year, 2,855,761 cars have been assembled, 7.10 percent more than the 2,666,425 completed last year at this point.

Companies split last week's scheduled output as follows:

General Motors, 48.90 percent; Ford Motor Co., 23.97 percent; Chrysler Motors, 13.23 percent; Honda of America Manufacturing, 4.86 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.79 percent; New United Motor Manufacturing Inc., 2.51 percent; Nissan Motor Manufacturing Co. U.S.A., 1.55 percent; Toyota Motor Manufacturing U.S.A., 1.40 percent; and Diamond-Star Motors, 0.79 percent.

Truck production was estimated at 85,235 units last week, 6.17 percent below the prior week's 90,836 and slightly below (0.54 percent) the year-ago week's 85,696.

Year-to-date, 1,701,566 trucks have been assembled, 6.21 percent more than the 1,602,027 units built last year at this point.

The Cadillac Allante line at GM's Detroit-Hamtramck plant is idle this week because of high inventories in the field. Production is slated to resume May 22.

GM's Wentzville, Mo., plant and its Reatta Craft Centre in Lansing, Mich., resumed operations last week. Both had been idle because of high inventories.

Last week, Chrysler Motors began output of its 1990 Chrysler Town & Country minivan at the St. Louis plant. The company scheduled 100 units last week.

Overtime was slated last Friday at GM's Janesville, Wis., plant.

GM also scheduled overtime last Saturday at its Lordstown, Ohio, and Moraine, Ohio, plants.

Ford scheduled overtime last Saturday at its Kansas City, Mo., plant.

Canadian cars off 14% for '89

Canadian automakers scheduled production of 24,345 cars last week, 10.79 percent more than the previous week's 21,974 but 10.91 percent below the year-ago week's 27,325.

So far this year, 383,273 cars have been built, 14.01 percent less than the 445,708 completed last year at this time.

Truck output was targeted at 21,137 units last week, slightly below (0.83 percent) the prior week's 21,313 but 6.66 percent above the year-ago week's 19,817.

Year-to-date, 384,083 trucks have been produced, 4.84 percent more than the 366,335 completed last year at this point.

Ford Motor Co. shut down its Oakville, Ontario, plant today because of problems in the paint department. The Tempo/Topaz plant is expected to reopen May 22.

U.S. CAR	Week Ended May 13, 1989	Week Ended May 14, 1988	Week Ended May 6, 1989	May to Date	Jan. 1 to May 13, 1989	Jan. 1 to May 14, 1988
Horizon	700	2,157	826	1,526	5,531	35,368
Sundance	2,400	1,581	2,537	4,937	44,642	40,316
Reliant	0	2,726	0	0	0	37,441
Acclaim	2,800	0	2,400	5,200	45,109	0
Caravelle	0	546	0	0	0	7,879
Gran Fury	0	324	0	0	0	4,756
Total Plymouth	5,900	7,334	5,763	11,663	95,282	125,760
LeBaron K	0	397	0	0	0	7,242
LeBaron J	2,700	2,375	2,786	5,486	44,816	25,449
LeBaron GTS	0	173	0	0	2,946	3,296
N. Yorker C-Class	1,900	2,909	2,018	3,918	43,994	44,086
Fifth Avenue	0	311	0	0	0	13,242
Total Chrysler	4,600	6,165	4,804	9,404	91,756	91,615
Omni	900	2,178	964	1,864	6,514	35,142
Daytona	1,800	2,376	1,843	3,643	39,587	24,589
Shadow	2,200	2,095	2,282	4,482	44,507	41,956
Aries	0	2,591	0	0	0	31,580
Dodge 600	0	452	0	0	0	7,060
Dynasty	3,300	2,376	3,467	6,767	60,871	42,361
Lancer	0	163	0	0	1,528	4,265
Spirit	2,400	0	2,189	4,589	42,095	0
Diplomat	0	489	0	0	0	8,979
Total Dodge	10,600	12,720	10,745	21,345	195,102	195,932
CHRYSLER MOTORS	21,100	26,219	21,312	42,412	382,140	413,307
Escort	8,690	9,493	8,612	17,302	132,234	135,929
Mustang	3,718	4,136	3,717	7,435	88,209	81,382
Tempo	2,808	4,067	2,714	5,522	61,081	76,626
Taurus	7,986	8,791	8,045	16,031	151,265	152,864
Thunderbird	3,296	3,517	3,195	6,491	66,944	60,812
Total Ford Div.	26,498	30,004	26,283	52,781	499,733	507,613
Topaz	1,702	1,474	1,796	3,498	27,317	28,454
Cougar	3,305	2,530	3,206	6,511	58,116	46,433
Sable	2,502	3,491	2,705	5,207	49,485	52,929
Total Mercury	7,509	7,495	7,707	15,216	134,918	127,816
Continental	1,439	959	1,435	2,874	27,777	17,308
Mark VII	314	476	312	626	10,081	9,741
Lincoln	2,459	2,865	2,521	4,980	50,613	56,113
Total Lincoln	4,212	4,300	4,268	8,480	88,471	83,162
Total L-M Division	11,721	11,795	11,975	23,696	223,389	210,978
FORD MOTOR CO.	38,219	41,799	38,258	76,477	723,122	718,591
Skyhawk	294	0	296	590	6,325	11,350
Skylark/Somerset	1,405	1,805	1,438	2,843	21,619	15,634
Century	2,440	3,200	2,518	4,958	46,083	36,624
Riviera	337	127	352	689	10,121	2,640
Electra	2,547	2,532	0	2,547	31,631	31,161
LeSabre (fwd)	4,960	2,500	4,960	9,920	56,419	49,186
LeSabre (rwd)	70	285	76	146	3,394	3,584
Reatta	199	192	0	199	2,591	1,959
Total Buick	12,252	10,641	9,640	21,892	178,183	152,138
Cimmaron	0	57	0	0	0	3,693
Eldorado	989	1,001	1,019	2,008	15,418	15,579
Seville	720	590	752	1,472	11,330	9,842
Brougham (rwd)	710	977	620	1,330	15,757	13,871
Deville (fwd)	4,105	3,542	4,193	8,298	85,543	70,598
Allante	75	39	75	150	1,303	995
Total Cadillac	6,599	6,206	6,659	13,258	129,351	114,578
Cavalier	8,366	8,890	7,756	16,122	151,648	131,729
Camaro	2,925	2,369	2,683	5,608	47,452	31,137
Celebrity	2,005	5,051	1,998	4,003	54,026	64,997
Corsica/Beretta	8,960	9,278	7,972	16,932	160,972	153,936
Caprice	4,470	3,869	4,056	8,526	78,091	74,647
Corvette	560	450	560	1,120	10,009	8,140
Total Chevrolet	27,286	29,907	25,025	52,311	502,200	464,586
Calais	2,195	3,029	2,219	4,414	36,933	42,640
Firenza	0	0	0	0	0	5,220
Cutlass Ciera	1,605	271	1,817	3,422	32,404	150
Cutlass Supreme	3,505	4,408	3,521	7,026	41,286	80,326
Toronado	202	410	211	413	4,074	6,962
88 (fwd)	5,454	4,053	3,160	8,614	62,610	62,963
88 (rwd)	200	228	194	394	3,036	4,970
Olds 98	1,095	1,629	830	1,925	34,606	32,330
Total Oldsmobile	14,256	14,028	11,952	26,208	214,949	235,561
Sunbird	3,738	2,602	3,053	6,791	58,678	40,905
Grand Am	4,800	6,304	6,059	10,859	96,842	92,116
Firebird	1,155	1,651	1,260	2,415	26,837	23,464
Grand Prix	4,065	3,769	4,000	8,065	58,442	43,591
Pontiac 6000	1,400	1,876	1,412	2,812	35,752	29,743
Bonneville	2,291	3,224	2,260	4,551	39,423	40,626
Safari/Parisienne	145	239	138	283	2,138	3,286
Fiero	0	493	0	0	0	7,705
Total Pontiac	17,594	20,158	18,182	35,776	318,112	281,436
GENERAL MOTORS	77,987	80,940	71,458	149,445	1,342,795	1,248,299
DIAMOND-STAR	1,253	0	1,186	2,439	16,519	0
HONDA	7,750	8,091	7,684	15,434	145,983	140,763
Civic	2,674	2,351	2,588	5,262	49,332	36,765
Accord	5,076	5,740	5,096	10,172	96,651	103,998
MAZDA†	4,453	2,313	4,425	8,878	90,491	29,980
NISSAN	2,470	2,678	2,283	4,753	42,789	35,275
NUMMI	4,000	3,336	4,262	8,262	74,584	60,926
Corolla	1,600	1,205	1,596	3,196	30,407	22,449
Geo Prizm/Nova	2,400	2,131	2,666	5,066	44,177	38,477
TOYOTA	2,234	0	2,194	4,428	37,338	0
VOLKSWAGEN	0	2,293	0	0	0	19,284
Golf/GTI	0	2,293	0	0	0	13,731
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	159,466	167,669	153,062	312,528	2,855,761	2,666,425
Total Cars, Canada	24,345	27,325	21,974	46,319	383,273	445,708
U.S., Canada Cars	183,811	194,994	175,036	358,847	3,239,034	3,112,133
U.S., Canada Cars and Trucks	290,183	300,507	287,185	577,368	5,324,683	5,080,495

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended May 13, 1989	Week Ended May 14, 1988	Week Ended May 6, 1989	May to Date	Jan. 1 to May 13, 1989	Jan. 1 to May 14, 1988
Premier	1,275	1,726	0	1,275	16,160	27,525
CHRYSLER MOTORS	1,275	1,726	0	1,275	16,160	27,525
Tempo	3,360	4,180	3,373	6,733	63,436	78,588
Topaz	1,440	1,398	1,444	2,884	26,832	26,753
Crown Victoria	2,918	2,841	2,925	5,843	50,975	53,328
Grand Marquis	2,842	2,860	2,873	5,715	56,952	52,865
FORD MOTOR CO.	10,560	11,279	10,615	21,175	198,195	211,534
Celebrity	705	726	575	1,280	5,171	7,344
Cutlass Ciera	2,855	7,220	3,005	5,860	67,966	101,164
Lumina	4,140	0	4,218	8,358	29,554	0
Pontiac 6000	0	1,444	0	0	0	19,808
Regal	2,680	3,764	1,308	3,988	28,632	63,283
GENERAL MOTORS	10,380	13,154	9,106	19,486	131,323	191,599
HONDA	1,650	986	1,686	3,336	31,075	12,554
TOYOTA	300	0	387	687	3,241	0
VOLVO	180	180	180	360	3,279	2,496
Total Cars, Canada	24,345	27,325	21,974	46,319	383,273	445,708

U.S. TRUCK☆	Week Ended May 13, 1989	Week Ended May 14, 1988	Week Ended May 6, 1989	May to Date	Jan. 1 to May 13, 1989	Jan. 1 to May 14, 1988
Caravan	2,000	1,928	2,189	4,189	42,403	38,162
Dakota	2,500	2,044	2,418	4,918	43,562	45,571
Caravan/CV	100	335	121	221	3,665	5,911
Ram Pickups	2,500	1,975	2,448	4,948	43,590	24,491
Total Dodge	7,100	6,282	7,176	14,276	133,220	114,135
Cherokee	4,600	3,683	4,699	9,299	87,710	67,979
Comanche	500	884	569	1,069	12,583	18,267
Grand Wagoneer	0	350	350	350	5,423	5,565
Wagoneer	100	267	117	217	3,646	4,949
Total Jeep	5,200	5,184	5,735	10,935	109,362	101,960
Voyager	1,800	1,785	1,984	3,784	40,334	35,294
Town & Country	100	0	0	100	100	0
Total C-P Div.	1,900	1,785	1,984	3,884	40,434	35,294
CHRYSLER MOTORS	14,200	13,251	14,895	29,095	283,016	251,389
Aerostar	5,010	4,380	5,679	10,689	95,559	84,826
Bronco	1,467	1,234	1,654	3,121	33,064	23,401
Bronco II	2,450	2,526	2,613	5,063	51,141	53,456
Econoline	5,235	5,135	5,164	10,399	94,926	95,351
Heavy trucks	1,403	1,499	1,334	2,737	26,532	25,852
Light trucks	11,197	10,340	12,569	23,766	212,047	195,545
Ranger	6,414	7,769	6,943	13,357	136,376	139,296
Total Ford Div.	33,176	32,883	35,956	69,132	647,645	617,727
FORD MOTOR CO.	33,176	32,883	35,956	69,132	647,645	617,727
Astro	3,186	2,934	3,531	6,717	65,881	65,979
Blazer	510	553	651	1,161	10,775	10,530
Mediums/Heavies	0	632	0	0	1,312	6,801
P-Model	752	813	844	1,596	12,777	14,948
Pickups	7,789	7,841	7,769	15,558	153,961	125,938
S-10	4,631	5,820	4,968	9,599	106,058	109,227
S-10 Blazer	3,498	3,358	3,852	7,350	73,267	61,171
Sportsvan/Van	2,399	2,515	2,000	4,399	37,832	31,202
Suburban	1,428	1,575	1,803	3,231	29,936	27,863
Total Chevrolet	24,193	26,041	25,418	49,611	491,799	453,659
Jimmy	145	140	196	341	3,214	3,274
Mediums/Heavies	0	647	0	0	1,496	16,804
P-Model	76	200	114	190	1,666	1,777
Pickups	2,081	2,128	2,288	4,369	46,467	39,912
S-15	1,020	1,308	1,150	2,170	24,998	25,877
S-15 Jimmy	1,009	1,158	1,132	2,141	20,996	16,002
Safari	688	736	904	1,592	16,560	17,011
Suburban	488	503	730	1,218	12,008	13,559
Vandura/Rally Vans	609	518	522	1,131	10,216	14,816
Total GMC	6,116	7,338	7,036	13,152	137,621	149,032
GENERAL MOTORS	30,309	33,379	32,454	62,763	629,420	602,691
NAVISTAR	1,920	1,736	1,862	3,782	33,248	33,443
NISSAN	2,180	1,697	2,219	4,399	48,767	45,077
AM GENERAL	450	450	450	900	8,370	8,460
MISCELLANEOUS	3,000	2,300	3,000	6,000	51,100	43,240
Total Trucks, U.S.	85,235	85,696	90,836	176,071	1,701,566	1,602,027

CANADIAN TRUCK	Week Ended May 13, 1989	Week Ended May 14, 1988	Week Ended May 6, 1989	May to Date	Jan. 1 to May 13, 1989	Jan. 1 to May 14, 1988
Caravan	3,108	3,064	3,083	6,191	58,696	57,426
Caravan/CV	378	345	341	719	4,532	5,484
Ram Wagon	705	540	675	1,380	11,219	9,336
Ram Van	1,645	1,519	1,747	3,392	29,010	23,803
Total Dodge	5,836	5,468	5,846	11,682	103,457	96,049
Voyager	2,658	2,742	2,722	5,380	51,125	52,792
Total Plymouth	2,658	2,742	2,722	5,380	51,125	52,792
Wrangler	1,700	939	1,885	3,585	31,483	19,479
Total Jeep	1,700	939	1,885	3,585	31,483	19,479
CHRYSLER MOTORS	10,194	9,149	10,453	20,647	186,065	168,320
FORD MTR. (lt. trks.)	3,648	3,541	3,650	7,298	65,776	67,831
Light trucks	3,270	3,252	3,366	6,636	59,745	60,401
Vans	1,479	1,339	1,417	2,896	26,162	23,461
Total Chevrolet	4,749	4,591	4,783	9,532	85,907	83,862
Light trucks	1,610	1,669	1,473	3,083	28,851	29,081
Vans	666	648	683	1,349	12,715	13,118
Total GMC	2,276	2,317	2,156	4,432	41,566	42,199
GENERAL MOTORS	7,025	6,908	6,939	13,964	127,473	126,061
NAVISTAR	270	219	271	541	4,769	4,123
Total Trks., Canada	21,137	19,817	21,313	42,450	384,083	366,335
U.S., Canada Trks.	106,372	105,513	112,149	218,521	2,085,649	1,968,362

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.